



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Western State University

Program Title: Bachelor of Science in Population Health Management

Degree/Certificate: Bachelor of Science

Options: Computer Information Systems, General Business, Health Informatics, and Human Health

Delivery Site(s): Missouri Western State University main campus

CIP Classification: 51.2201

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: August 2015

Cooperative Partners: N/A

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dr. Jeanne Daffron		November 13, 2014
Name/Title of Institutional Officer	Signature	Date

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Form NP – New Program Proposa

Missouri Western State University
Rationale for New Program Proposal

Bachelor of Science in Population Health Management with Options in Business, Computer
Information Systems, Health Informatics, and Human Health

This degree addresses a workforce need in the healthcare industry and provides an avenue for students who wish to pursue a non-clinical health-related degree. The Patient Protection and Affordable Care Act (ACA) directs the health care industry to address population health in several ways, including expanding insurance coverage, improving the quality of care delivered, seeking to enhance prevention and health promotion measures, incentivizing providers to take responsibility for population health outcomes and providing incentives for workplace wellness programs in the form of grants to small businesses to develop comprehensive wellness programs and insurance discounts for employees participating in wellness plans. This shift in emphasis from illness management to promoting and maintaining the health of our population warrants development and education of new health care professionals to support these mandates. Initial conversation related to developing a workforce prepared with the requisite knowledge and competencies to meet these expectations occurred at a joint leadership meeting between Missouri Western State University and Heartland Health/Mosaic Life Care. This joint leadership group consists of Board members and higher administration of the two organizations and meets semi-annually to “provide a structured approach for governance and leadership representatives to review and discuss collaborative and partnership activities for the enhancement of services to our region.” Heartland/Mosaic administrators expressed a strong workforce need throughout the health care industry for individuals prepared to manage various aspects of population health. The degree that emerged, B.S. in Population Health Management would provide health care workers with broad knowledge and skills to approach health in ways that seek to step beyond the individual-level focus of traditional clinical and preventive medicine by addressing a broad range of factors that impact health on a population-level. Additional collaborative discussions with a major worldwide health care technology company confirmed the need and market demand for workers educated with population health knowledge and skills and helped to further refine the curricular elements for the proposal. Health care delivery changes will drive growth of the proposed program.

Population health is the body of scientific disciplines interested in the study of the distribution and determinants of health and disease states in the population. It is an approach to health that seeks to step beyond the individual-level focus of traditional clinical and preventive medicine by addressing a broad range of factors that impact health on a population-level. Coursework would include biological, sociological, and psychological sciences, communication, healthcare (medical terminology, population health, epidemiology, healthcare policy and ethics) analytics, and business.

Students selecting the Bachelor of Science in Population Health Management major would complete the major core requirements and also select an option in Business, Computer Information Systems, Human Health, and Health Informatics. Students interested in pursuing non-clinical careers in healthcare or related settings select an option in their interest area. Those interested in working with electronic health records and other electronic data management systems may pursue options in health informatics or computer information systems. Students interested in serving as a team member managing health promotion and disease prevention in population subsets may pursue an option in business. Students interested in a career focusing on health and wellness and improved health outcomes in diverse populations may select an option of human health. Career opportunities include hospital, community and public health, insurance, government, and health care technology settings. All students complete an applied learning internship in a field placement of their interest area to enhance their preparation for entering the workforce.

Currently there are no undergraduate degree programs in population health in Missouri. Washington University in St. Louis offers a Master of Population Health Sciences degree to equip clinicians with advanced research methods skills to design clinical outcomes research and interpret results to improve clinical effectiveness. A similar graduate degree program in Population Health exists at the University of Wisconsin – Madison. This proposed degree would provide a unique learning experience to prepare Missouri undergraduates for careers in this emerging field and to pursue graduate studies in population health or related fields.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	10	15	20	25	25
Part Time	5	7	10	10	10
Total	15	22	30	35	35

Please provide a rationale regarding how student enrollment projections were calculated:

Because of restricted program capacity, approximately 200 students are unable to secure admission to Missouri Western's clinical health care programs each year. Many of these students desire to remain in a health care non-clinical track and secure employment in the health care field upon graduation. Initial enrollment projections target this population of students. In addition, part-time student enrollment was determined based upon interest expressed by employees from Heartland Mosaic Life Care, a regional employer of over 3000 individuals. Missouri Western State University partners with Heartland/Mosaic in a program to facilitate baccalaureate degree completion for employees.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Several universities in Missouri have developed degrees for students wishing to enter a non-clinical health career such as case management, health and wellness, health service managers, medical sales and more. Washington University in St. Louis offers a master's degree in Population Health Sciences. This bachelor's degree in Population Health Management would be the first undergraduate degree in this field in Missouri. Initial conversation related to development of a Bachelor of Science in Population Health Management occurred at a joint leadership meeting between Missouri Western State University and Heartland Health/Mosaic

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Life Care. This joint leadership group consists of Board members and higher administration of the two organizations and meets semi-annually to “provide a structured approach for governance and leadership representatives to review and discuss collaborative and partnership activities for the enhancement of services to our region.” Heartland/Mosaic administrators expressed a strong workforce need throughout the health care industry for individuals prepared to manage various aspects of population health. This degree would provide health care workers with broad knowledge and skills to approach health in ways that seek to step beyond the individual-level focus of traditional clinical and preventive medicine by addressing a broad range of factors that impact health on a population-level. Additional collaborative discussions with a major worldwide health care technology company confirmed the need and market demand for workers educated with population health knowledge and skills and helped to further refine the curricular elements for the proposal.

The passage of the Patient Protection and Affordable Care Act (ACA) addresses population health in several ways, including expanding insurance coverage, improving the quality of the care delivered, seeking to enhance prevention and health promotion measures within the health care delivery system, incentivizing providers to take responsibility for population health outcomes and expanding primary health care training. Additional provisions focus on promoting community and population-based activities, including the establishment of the National Prevention, Health Promotion and Public Health Council. The ACA also provides incentives for workplace wellness programs in the form of grants to small businesses to develop comprehensive wellness programs and insurance discounts for employees participating in wellness plans. This shift in emphasis from illness management to promoting and maintaining the health of our population warrants development and education of new health care professionals to support these mandates. These ACA mandates will drive growth of the proposed program.



C. General education: Total credits: 42-46

[illegible]

Course Number	Credits	Course Title
ALH 106	2	Medical Terminology
ALH 350	3	Introduction to Population Health/Epidemiology
BIO 250	5	Anatomy and Physiology
BIO 375	4	Pathophysiology
COM 412	3	Health Communication
CSC 201	3	Microcomputer Applications
ECO 375	3	Economics of Health Care
GBA220	3	Business Communications
GBA210 or PSY300	3	Business Statistics I –OR- Intro to Psychological Statistics
HIT 200	3	Health Care Delivery Systems
HIF 300	3	Health Data Management
HIF 330	2	Legal/Ethical Aspects of Healthcare Management
PSY 220	3	Health Psychology/Stress Management
SOC 360	3	Sociology of Health, Illness & Medicine
ALH 402	3	Population Health Internship

Computer Information Systems Option (12 credits)		
ACT 301	3	Applied Database Systems
ACT 302	3	Decision Support Systems
CSC 305	3	Database Architecture and Concepts
ACT 405	3	Business Intelligence
Business Option (12 credits)		
ACC 201	3	Introduction to Financial Accounting
ACC 202	3	Introductory Managerial Accounting
FIN 201	3	Personal Finance
MGT 350	3	Organizational Behavior
Health Informatics Option (12 credits)		
ACT 301	3	Applied DataBase Systems
HIF 320	3	Information Technology Systems
HIF 430	3	Applied Health Informatics
HIF 420	3	Clinical Data Management
Human Health Option (13 credits)		
ALH 352	2	Applied Nutrition
BIO 265	3	Biology of Aging
BIO 305	3	Human Ecology
HIT 132	2	Pharmacology
SWK 260	3	Introduction to Aging Studies

E. Free elective credits:

24

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

ALH402 – Population Health Internship is required for all students as a culminating capstone experience. This course offers students an opportunity to integrate theories of population health with actual practice. Students spend a minimum of 135 hours in a position in a health care or other approved setting focusing on population health. Anticipated learning objectives are established in a contract agreed to by the student, the on-site supervisor and the course professor.

G. Any unique features such as interdepartmental cooperation:

This multidisciplinary program in Population Health Management includes options in Business, Computer Information Systems, Human Health, and Health Informatics. Students interested in pursuing non-clinical careers in healthcare or related settings select an option in their interest area. Students interested in working with electronic health records and other electronic data management systems may pursue options in health informatics or computer information systems. Students interested in serving as a team member managing health promotion and disease prevention in population subsets may pursue an option in business. Students interested in a career focusing on health and wellness and improved health outcomes in diverse populations may select an option of health science. All students complete an internship in a field placement of their interest area to enhance their preparation for entering the workforce.



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri Western State University
Program Name Bachelor of Science in Population Health Management with options in
Computer Science, Health Informatics, General Business, and Human Health
Date December 1, 2014

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
Admission requirements include successful completion (grade of C or better) in prerequisite courses and a cumulative grade point average of 2.0 or higher.
- Characteristics of a specific population to be served, if applicable.
Although the program is open to any student who meets admission criteria, the degree program is intended to serve students interested in pursuing non-clinical careers in the healthcare field.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
This is a multidisciplinary degree with coursework from the biological and social sciences, communication, healthcare, analytics, and business. Faculty should have credentials appropriate to each academic option; preference will be given to full-time faculty with a terminal degree and/or certifications in core content areas. There are current MWSU faculty who meet the expectations and will be available to teach courses for this degree.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Ninety percent (90%) of credit hours will be assigned to full time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.

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The Population Health Management program incorporates the Missouri Western State University statewide mission of Applied Learning. Faculty will incorporate applied learning components into course objectives to facilitate professional skill building including fostering student internship placement during their senior year in the program. Faculty will work closely with on-site internship supervisors to develop individualized learning objectives to be established in a contract agreed to by the student, the on-site supervisor and the course professor.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
30
- Percent of full time and part time enrollment by the end of five years.
FT = 71%; PT = 29%

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Four years = 15; Five years = 20
- Special skills specific to the program.
Graduates of the Population Health Management program will have the knowledge and skills to measure and analyze health care outcomes and the variants that influence them. Graduates will understand the broad array of the determinants of health that goes beyond what is typical in a public health or clinical healthcare focus. A strong knowledge of public policy related to health care will be included. Option areas will help to further define the special skills and competencies for workforce needs. For example, students interested in working with electronic health records and other data management systems should pursue an option in either health informatics or computer information systems. Students interested in serving as a team member managing health promotion and disease prevention in population subsets may pursue an option in business. Students interested in a career focusing on health and wellness and improved health outcomes in diverse populations may select an option in human health.
- Proportion of students who will achieve licensing, certification, or registration.
N/A. No certification or licensing examinations exist for this program. However, as accreditation opportunities become available in the future, Missouri Western would seek specialty program accreditation.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

No national assessments are available for this program. Ongoing testing and assessment of student learning will occur during and at end of program utilizing a variety of methods including examination, written work, discussion, and performance in internship experiences.

- Placement rates in related fields, in other fields, unemployed.
Related fields = 100%
- Transfer rates, continuous study.
Not applicable.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
Not applicable. At this time, no specialized accreditation is available for this program.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
The Population Health Management faculty and program administrator will work with the Missouri Western State University Director of Alumni Services to conduct annual electronic surveys of the Population Health alumni to examine outcomes in employment success and program satisfaction. The survey will be designed to collect information to improve student outcomes and experiences.
- Expected satisfaction rates for employers, including timing and method of surveys.
Population Health Management faculty and the program administrator will conduct an annual electronic survey of regional and national employers targeting those employers hiring from the program's pool of graduates. A satisfaction rate of 80%+ from the electronic surveys is projected from this population response. Survey instruments will include response criteria and information to improve and enhance the program to meet regional and national employer needs.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Missouri Western State University has strong existing accredited programs in nursing, health information management and business and a legislated statewide mission of applied

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learning. As a result, Population Health Management coursework will prepare students for a capstone internship experience in a health care area aligned with the student's interest area, preparing them for employment. This internship will immerse the student in real-world health care environments and will include following a group of patients to understand health challenges and encounters with the health care system over time. Aligned with the mission of Missouri Western State University, this program is committed to the educational, economic, cultural and social development of the people and the region that it serves. As such, strong collaborative partnerships with regional health care systems are in place with identified support for the proposed program. Existing multidisciplinary coursework is already in place to support 90% of the program. Faculty expertise in the biological and health care science, health care informatics, business and computer science is in place to teach in the program. No new faculty lines will be needed to support this program.